

MODA Entertainment Signs The “Loretta Young Show” To Existing Representation Agreement

By PublicityBox - A MODA Entertainment Company

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MODA Entertainment signs agreement to represent the 1950s "Loretta Young Show" for distribution in new media worldwide.

MODA Entertainment has signed an agreement with the Estate of Loretta Young to represent the 1950s television series the “Loretta Young Show” for distribution through the internet. This agreement is an addition to MODA Entertainment’s existing agreement with the estate, representing the exclusive worldwide merchandising and licensing rights of the legendary film actress, Loretta Young in all categories, through its licensing division, LicenseBox.

Few celebrities have enjoyed the professional longevity of Hollywood actress Loretta Young, whose remarkable career stretched over seven decades. She began as a child extra during the Silent Era of motion pictures and attained star status as a romantic leading lady during Hollywood's Golden Age in such classics as “Along Came Jones,” “The Bishops Wife” and her Academy Award winning performance in “The Farmers Daughter.” A&E's biography summed up Miss Young as "a symbol of beauty, serenity, and grace.” Loretta Young moved into television as the host of her own dramatic series. The “Loretta Young Show” ran from 1953 through 1961. It is a drama anthology series hosted by Loretta Young. In addition to hosting the series, she played the lead in various episodes. The Loretta Young Show won various industry awards, including three Emmys for Young as Best Actress. It also was honored by numerous educational, religious, and civic groups. The series and its star were praised by these groups for promoting family- and community-based ideals in a rapidly changing postwar America.

Christopher Lewis, son of the late actress and representative of the family estate, says “his mother would have been proud of bringing her classic series to New Media. It was her idea to bring one positive idea into American households each week with the “Loretta Young Show,” now almost 60 years later those ideas can be shared by a whole new generation.”

"We are thrilled to have been granted the representation of this unique Classic Hollywood Icon and this historical television program.” said Richard Zampella, CEO of MODA Entertainment. MODA Entertainment is a unique New York based entertainment company specializing in promoting Classic Hollywood celebrity and entertainment properties. The company's mission is to successfully market clients as powerful commercial and cultural brands.

ABOUT LICENSEBOX:

LICENSBOX a subsidiary of MODA Entertainment, Inc. is a broad-based merchandising and licensing company, which has a particularly strong presence in the Classic Hollywood and Golden Age of Hollywood sectors of the entertainment market. Key clients in this category include Duke Ellington, Greta Garbo, Edward G. Robinson, Marlene Dietrich, Ida Lupino, George Raft, Loretta Young, amongst others.

ABOUT MODA ENTERTAINMENT:

MODA Entertainment, Inc., headquartered in New York City, is a full service multi-media entertainment company involved in development, production, packaging, marketing, distributing, licensing in all on and offline media. MODA Entertainment’s fully owned subsidiaries include MODA Productions, MODA Publishing, LICENSEBOX, PUBLICITYBOX and ICONS.

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Since its inception in 1997, MODA Entertainment has maintained the unique and singular vision to keep the legacy of Classic Hollywood alive and flourishing. MODA subsidiaries consist of Production, Publishing, Licensing and Public Relations.

Category Entertainment, Marketing, Arts
Tags moda entertainment, loretta young, classic hollywood, licensebox, tv series, richard zampella, loretta young show
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